9 THINGS TO DO ON YOUR WEBSITE THAT YIELD BIG RESULTS

☐ WRITE AN EFFECTIVE HEADLINE

A good headline:
- Is clear and straight to the point
- Starts with a business-related keyword
- Has no business jargons and buzzwords

☐ TURN YOUR FEATURES INTO SOLUTIONS

For example:
- Great quality → last for years
- Compact size → saves space
- Fast → saves time
- Intuitive → easy to use

☐ USE CLEAR CALLS-TO-ACTION

A good call-to-action:
- Continues the sentence "I want to... "
- Is short - no longer than 5 words
- Stands out in your website design

☐ ADD A POPUP TO GROW YOUR EMAIL LIST

- Use Engaga.com to design beautiful popups and slide-ins
- Shop popup on desktop and tablets only
- Don't forget to import emails to your list

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- Create your own website or online store today →

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☐ INVEST IN HIGH-QUALITY VISUALS

- Organize a photoshoot
- Find visuals on photo libraries like Unsplash, Barnimages or Pixabay

☐ OPTIMIZE YOUR IMAGE SIZE

- Resize (don't upload a 5000x5000px image in a 1200x1200px spot)
- Compress with TinyPng

☐ USE YOUR CUSTOMER PHOTOS

- Add customer photos to your product pages
- Integrate your Instagram feed into your web design

☐ ADD TESTIMONIALS

- Select customers who've left a great feedback about you, your product or service
- Ask them for a permission to use their feedback as a testimonial
- Ask for a headshot

☐ PAY ATTENTION TO YOUR ABOUT US PAGE

- Tell your story
- Don't be salesy
- Add team photos
- Display your contact info

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